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## **New Urban Style Hotel Arrives in Downtown Vancouver**

**VANCOUVER, BC (November 15<sup>th</sup> 2016)** – Downtown Vancouver has a newly named hotel today, bringing a New Urban Style Hotel concept to the city. The Coast Coal Harbour Hotel has been officially renamed the ***Coast Coal Harbour Hotel by APA***. It is the first APA branded hotel in Canada following the acquisition of Coast Hotels by Japan’s APA Hotel Group in September.

At a press conference and ribbon cutting ceremony at the hotel this morning, APA Group gave more details of its plan to base its North American operations in Vancouver and growth plans APA Group plans to continue its overseas expansion through franchising or mergers and acquisitions.

Media were also invited to experience guest room enhancements at the hotel including: Japanese automatic bidets (TOTO®), 55” flat screen TVs and traditional welcoming origami cranes, a symbol of hospitality. These high quality amenities are signature features of APA Hotel in Japan and unique to APA’s Urban Style Hotel concept. With the rebranding, members of APA’s popular rewards program will now be able to earn APA points when staying at the hotel.

The founder of APA Group, Mr. Toshio Motoya, attended the grand opening event at the new flagship APA location in Vancouver. He said, “We are pleased to put the APA brand on our first Canadian property, and to position Coast Hotels as a sub-brand of APA Hotels & Resorts. We look forward to growing our brand in North America, and to giving our guests the traditional APA luxuries they’ve enjoyed in Japan.”

Also in attendance: Christian Hansen, Regional Director, Pacific at Foreign Affairs, Trade & Development Canada, Greg D’Avignon, President & CEO of Business Council of British Columbia and Ty Speer, President, Tourism Vancouver.

APA Hotel Group announced the acquisition of Coast Hotels with its 37 branded properties in Western North America in September. APA has 348 hotels in its network in Japan, with a total of 415 properties planned including new builds and franchise hotels. APA’s goal is to achieve 100,000 rooms by 2020.

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